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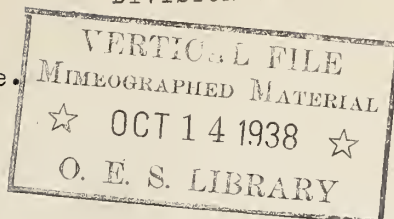
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U.S. Extension Service,
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REPORT OF COMMITTEE ON AGRICULTURAL COORDINATION AND PROGRAM DEVELOPMENT,
ADMINISTRATIVE CONFERENCE, WESTERN SECTION, WASHINGTON, D. C.,
MAY 31 TO JUNE 4, 1938.

Agricultural planning, so termed, is construed to hold as its objective improved economic and social status of the rural home, the economic security of the farm, and the national welfare.

It may involve inventories of resources, both economic and social, adjustments in land use, changed farm operation practices, market outlooks, home improvement programs, community organization, and school and health and other social adjustments, determined after fullest possible study by the farm men and women.

Agricultural planning is implemented by recognition of an area program, on a county basis, determined by these men and women on the land. Such an agreed procedure is broader than the definite functional program, grouped procedures, or the single procedures of any single agency as for instance Extension Service, Soil Conservation Service, or Farm Security.

Because of long-established policy in education, including research, the rural people look to the Land-Grant College for information gathered from all available sources relative to the farm and home, and for sympathetic and helpful leadership along lines adapted to the State in rural affairs in general broadly considered. Meeting these needs has long been the responsibility of these institutions under the stipulations of progressive State and Federal legislation.

The Land-Grant Colleges long have been diligent in bringing the helpful influences of other State agencies and of Federal agencies to bear upon

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these problems of rural life within the States. The record of cooperation and accomplishment here through the years is impressive. Aid to determination of rural life procedures of today is now as heretofore within the scope of these services and therefore a part of the recognized and established responsibility of the colleges to the States. And within the States the people naturally from long-established custom look to the colleges for aid and guidance as in the past. Services beyond the ability of the college to render, but not always outside the field of the colleges, may be and probably always are required in establishing acceptable procedures to effectuate a rural life program. Usually the additional services are within the fields of agencies created for functional objectives within a more restricted scope than was the case in establishment of the colleges. Nevertheless the college, close to and with the confidence of the people, can bring the services of these agencies to bear upon any questions pertaining to their various fields to the mutual advantage of all the agencies involved and to attainment of fullest effectiveness in serving the rural situation. It should be clearly recognized further that the Extension Service, representing the Land-Grant Colleges and the Department of Agriculture cooperating, is in the logical position to initiate and develop program planning and accomplishment on as broad a base as conditions demand.

To reach a desired plane of effectiveness and efficiency, understanding and coordination are required on the part of all public agencies created to serve agriculture functioning within a State or smaller subdivisions. State and/or county councils or committees of representatives of these public agencies are necessary to develop coordination. The function of program making is distinct from coordination and should be approached only as conditions in the State warrant.

